BEAT GREAT CRESCEUS

WINNINGS OVER \$14,000

Louis A. Neidhart of Jersey City Claims Honor of His Ownership.

After having put his great rival Esther W. behind the money, after having beaten Cheeny in straight heats so soon after her trotted in time that compared favorably with Billy Burke's on the same day, the six-year-old stallion Baden has earned a clear title to the championship for race trotters of 1912. His victory last Wednes-day at Bockingham Park in Salem, N. H., was the cleanest out event of the Grand Circuit meeting. Whatever may happen to Baden later on, his five great victories over the best horses the frotting turf has seen since Cresseus. Tominy Eritton, Eloree and Pilot Boy fought out their great series ten Pilot Boy fought out their great series ten years ago stamp him one of the greatest racehorses of all time. Indeed it is not exaggeration to say that the lion hearted Cresceus never made a better campaign. It was thought for a time that Anvil would have to be the horse to dispute with Billy Burke the claim on the stallion championship of 1912, but Baden could have beaten him on Wednesday.

Baden's winnings now foot up \$14,450 for the season and he has engagements worth \$45,000 yet to fill. Should be win a fair share only he will still go into winter quarters the biggest money winning trotter in a dec e. He is owned by Louis A. Neid-harr of Jersey City, the man that won the Transylvania last year with Charley Mitchell, 2044, but he was bred in the Berkshires by William Russell Allen. Baden not only, carries the blood that has produced cham-pions and racehorses but the blood that has trotters with records below 2 08 and he is by Bingen, 2:00%, who, with his sons, is responsible for thirty better than 2:00, including Uhlan, 1:58%. Behind this is the blood of the champion Arion, 2:07%, that was sold for \$125,000, and behind this the was sold for \$125,000, and behind this the blood of one of George Wilkes's best racing sons, King Wilkes, 2,224. The first, second and third dams of Baden are by Kremlin. 2,07%; Expedition, 2,15%, and Woodford Mambrino, 2,21%. Twice through sire and once through dam Baden carries the blood of Green Mountain Maid's great son Electioneer; three times he traces to Miss Russell, the great mother that produced Maud S. and to which there trace 2 500 performers while twice he traces to Eventide by Wood-

ford Mambrino.
Billy Burke's victory at Rockingham
Park was his fourth in succession, and having disposed of Ed Geers's two best trotters Dudie Archdale, 2.05%, and Anvil. he should

This week the Grand Circuit will race in the shadow of the Blue Hill, Readville Trotting Park near Boston being the next member in line. It was at Readville where Star Pointer paced the first mile under two minutes and where Lou Dillon trotted the first mile in two minutes, hence faster time can be looked for than was made at Salem Entries to the Readville stakes were heavy last spring, but the havoc that the terrific representation of the state of the same properties in the apply and the same properties in the same properties and the same properties in the same properties and the same properties are same properties. The same properties are same properties and the same properties are same properties and the same properties are same properties. The same properties are same properties and the same properties are same properties and the same properties are same properties and the same properties are same properties. This week the Grand Circuit will race in remarked: Luckily the great event of the meeting, the American Trotting Derby, escaped disaster When the 1912 campaign opened Hugh American Trotting Derby, escaped disaster.

The Derby when first offered five years ago
The richest trotting event in the world—

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The richest trotting event e the track was so full of horses when the flag fell that the fast record horses at the rear

were unable to get through to make their race. Altogether it was a very unsatisfactory handicap. This year entirely new conditions prevail
and at last the turf will have a real handicap and a handicap that will be of national
interest. Instead of a single dash there

"I'm catching just asand I don't see any will be four preliminary races, the entered horses to go into that division free for all bornes to ago into that division. The force of the control of the 2:06, 2:08, 2:10 or 2:15-to which their records at the hour of the race make them eligible. Each division will be worth \$1,000, of which

BEST YOUNG CATCHER IN BASEBALL



RAY SCFALK, the twenty-year-old backstop recently purchased by the CHICAGO WHITE SOX for \$10,000. His performances in the week's series produced the largest number of 2:10 win-pers. His sire, Bingara, at 11 years has four on the Hilltop make him appear well worth his cost.

# NUDGES INTO SPOTLIGHT MINEOLA, L. I. Aug. 24.—The matinee races of the Nassau Driving Club on

Comes Near Being Best in American League.

Modest Youth Doesn't See Why

have clear sailing throughout the remainder of the campaign unless Colorado E., (3) 2004k, and Gay Audubon (4), 2081k, bestarted against him. They have declined the issue so far.

When the slow time by aged horses is considered the two heats by Lord Allen in 2:18k and 2:18k, were above the ordinary for a two-year-old. This youngster has no more near engagements, hence it is not likely that he will again be heard from until The Horsemon's \$15,000 Futurity comes up for decision late in September. Then he will meet the crack colds from Kentucky that will force him to reveal his true form.

last spring, but the have that the terrific Taylorsville, Ill., club in the Illinois and contests in the early part of the circuit Missouri League. In July a year ago a played with the leading campaigners is evident by the few horses that are left in many of the events. The large number of horses that began nodding so far back as Detroit are now on the shelf entirely.

Luckily the great event of the measure of the measure of the season closed.

Missouri League. In July a year ago a Time—2:48 ½, 2:50, 2:50.

Class B trot: Gold Penn. blk. b. A. V. Pearsail. 1 Akela Wickliffe. b. m. I. W. Backus. 2 Lasetta, br. m. J. Van Opstal. 2 Time—2:30, 2:25, 2:26 ½.

was the richest trotting event in the world—
\$50,000—but it Iailed in the purpose for which it was intended. It was a handicap dash; being the only one, the horses were not truly handicapped; the immense field of horses was stretched out for more than the control of horses was stretched out for more than the control of the critical with his wonderful catching and throwing and as he improved steadily the Major League scouts flocked to Milwaukee to look him over. Duffy put a price on the boy's colone, but nobody seemed willing of horses was stretched out for more than him over. Duffy put a price on the boy's this afternoon for the second time in three a quarter of a mile, few of the starters got release—\$15.000—but nobody seemed willing weeks pitched a no hit game in the Tria quarter of a mile, few of the starters got lelease 15,000 bit hoods seemed while weeks pitched a no nit game in the Tri-away from the standing start promptly and to pay it. After catching eighty games. County League. The game to-day was the track was so full of horses when the flag however. Schalk had proved his worth to against Aberdeen, and being the second of such extent that Comiskey offered \$10,000 a double header went but seven innings.
in cash and two ball players and Duffy It was also a no run game. In t

doing the best I can. I never expected to get into the big league and last year I started out to be a linotype operator in a

#### NO LIMIT ON THE PATENTEE.

the Mineola fair grounds this afternoon were well attended. Seven trotting Ed Sweeney Says Boy Catcher and pacing events were disposed of. The Patentee was again in form and won his race in straight heats from Mendall, Jimmie B. being third.

Big Joe, driven by Morris Wright, was set back in the second heat of class E 20. COST \$10,000 and the heat was given to Hixson. Wright refused to start in the final heat, which was won by Hixson. The summaries: Class AA trot: Prodigal Mac, b, g, A. C. Cornwall, 2 1

1	M. I. Robbins, b. g. I. W. Backus 1	3
	Marmaduke, b. g., S. S. Post 3 2 Time-2:2112, 2:174, 2:214,	:
1	Class A trot:	100
	The Patentee, blk. h. C. E. Lawrence 1	1
	Mendal, b. g. G. Munz	2 3
	Jimmle B., br. g., T. W. Pearsail3 Time - 2:21, 2:21/2.	3
	Class C trot:	
	Nodor, b. g., P. H. Hoeffner,	1
•	Lester M., blk. g., W. L. Hendrickson . 2	2
	St. Byno, ch. g. H. E. Velsor	3
	Class A pace:	
	May Patchen, to. m. G. Horsefield 1	1
	Eugenia G., blk. m., l., Craft	:
6	Class D trot:	
	Main Course, b. h., A. C. Cornwall 1	1
t	Hay Lark, b. h., H. Schultz	2
*	Ruby Bond, b. m. C. Hendrickson 3	dr
	Class E trot:	
٠	Hixson, b. h. George Underhill 2 1	1
	Hixson, b. h., George Underhill 2 1 Worthy Toddington, ro. h., I. W.	
1	Backus	2
à	Big Joe, br. g., M. Wright	
	Class B trot:	
1	Gold Penn, blk. h. A. V. Pearsall 1 2	1
i	Akela Wickliffe, b. m. l. W. Backus 3 1	3

#### CRAFT IN THE OLD ARM YET.

Vic Willis Pitches a No Hit No Run

NEWARK, Del., Aug. 24 .- Vic Willig. the former National League star twirler this afternoon for the second time in three seven innings only 21 men faced the big twirler. There was only one man to reach tropounds. He is a light haired, bright eved, modest fellow who doesn't seem to be got on when Willis let his easy grounder to be got through him. The reach him and the got on when Willis let his easy grounder to be got through him. "I'm catching just as I did in Milwaukee, and I don't see any reason why people should make so much fuss over me."

"I'm catching just as I did in Milwaukee, and I don't see any reason why people should make so much fuss over me."

"I'm catching just as I did in Milwaukee, and I don't see any reason why people should make so much fuss over me." Against Port Deposit recently when Willis allowed no hits, Newark lost on errors in the ninth inning.

CROWDED COURSE AT DEAL.

More Than 100 Players Out for September Cups and Other Events.

One of the largest fields of the senson the card at the Deal Golf and Country Club, several at the Business, to be several the Deal Golf and Country Club, several at the Deal Golf and Country Club, several at the Business, to be several the Several at the Business, to be several the Country Club, several at the Deal Golf and Country Club, several at the Several Attention, several at the Country of the Coun

## No-Rim-Cut Tires-10% Oversize

## The Human Side of Tires The Goodyear Code

After all, tire worth depends entirely on the men behind the tires. So today let us cover the human side—the ambitions and principles, the men and the methods which underlie Goodyear tires.

Complete Independence

We believe that active competition, better than anything else, insures justice to consumers. It makes quality essential, compels

fair prices, induces a square deal. Under free competition the best man wins, and that's best for all concerned.

So we maintain complete independence. We have no trade alliances, no gentlemen's agreements. And consolidation, when proposed, has met our earnest oppo-

Even our patents are licensed to others, to avoid the slightest taint of monopoly.

Modest Capitalization

We believe that high cost of living is largely due to the enormous volume of watered stocks.

Fictitious capital, calling for dividends, compels prices out of reason.

So we have clung to modest capitalization, though this is the world's largest tire business. Not a dollar of water in our capital stock. We count in our assets neither patents

nor good will. We have no bonded debt.

#### **Moderate Profits**

We insist on moderate profits. Our eventual interests, we are sure, are best conserved in that way.

Our profit last year on No-Rim-Cut tires averaged 812 per cent. That's half the usual in a line like this.

And that in a business where costs are cut to the minimum, by enormous output and modern equipment.

In a rubber tire business, with fluctuating materials, that's a margin as small as one dares to accept.

#### **Profit Sharing**

We believe that men work best who have a share in the earnings. And that owners of the business are apt to best serve its patrons.

So 134 of our leading men share in the Goodyear profits. And the Company has helped them acquire their stock.

Our branch managers are stockholders. Thus our dealings with the public, the whole country over, are being conducted by partners.

In our factories, building tires, there are 49 stockholders. In our office there are 33.

Ninety per cent of the Goodyear common stock is owned by the active men in the concern.

Every voice in our policy, every factor in quality, every creator of Goodyear reputation, shares the results of his actions. We know of no better way to insure to our customers the service which we

#### Trained Men

College-bred men are employed here in large numbers. Their accurate training and breadth of view are evident in Goodyear dealings.

For our factories we pick the most promising men who come from great technical schools.

Not in a personal way—not a boast-ful way. We wish simply to show, in

these days of complaint, that Big Business may still be guided by The Golden

Every year our superintendent visits the best of these schools, where he aims to select the very cream of the graduates.

Thus we have gathered here, in the course of years, an army of trained and competent men. And the future of all of them depends on better tires.

#### All Young Men

We believe in young men, and our organization consists of them. The most important man in it, in a manufacturing way, is 36 years old.

Thus the Goodyear concern typifies the activity, the enthusiasm, the ambition,

the enterprise of youth. Each man's career lies mainly before him. So none rests on his laurels, none is yet easing up.

Goodyear men, wherever you meet them, are the kind you like to meet. They personify intelligent activity.

#### Fairness and Truth

Above all, with these men we insist on fair dealing, and on utter regard for the truth.

Faults and mistakes are forgiven by all of us, but unfairness and falsehood are not.

Here lies, we believe, the chiefest reason for the Goodyear growth. Wheryou seek you'll find a boundless faith in what the Goodyear people do.

### A 6-Mile Factory Now Results Also Monarchy of Tiredom

Do ideals in business pay? Let us note the result after 13 years. Goodyear tires now far outsell every other tire.

the past three years. They double now once in eight months.

became acquainted with these tires. Now a monthly output of 100,000 fails to keep The sales have doubled six times over in pace with the call. Few business stories ever told compare

**Factory Growth** 

Our original factory had 36,000 square feet Our additions for the year 1912 alone will total 560,000 square feet. When these additions are completed they will

give us a total of 1,600,000 square feet. Figure what this means. Were the factory fifty feet wide, and one story high, it would be over six miles long.

Goodyear Popularity

Our monthly sales now just about equal our year's sales in the year 1909.

Last year's output for the first six months was 186,307 automobile tires. This year's output, for the same six months, came to 485,983 tires. This has largely come about through what motorists said about Goodyear tires and methods. Those are eloquent figures to answer the ques-tion, "Do ideals in business pay?"

How It Came About

The ablest men we could find have, for 13 years, worked to perfect these tires. Years ago, in our factory, they built a tire-testing machine. This machine wears out four tires at a time, under all sorts of road condi-

On this machine they have tested over 200 fabrics, and some 40 formulas for treads. Every method and process has here been put to the ultimate test

of mileage. New ideas have been constantly compared with the old. Rival tires have been compared with our

Every question that came up has been answered only by the mileage test. After 13 years of that sort of comparison we have brought Goodyear tires pretty close to

Rim-Cutting Ended Completely

Then some of our experts took up the rim-cutting question. They examined thousands of ruined tires, of nearly every make. And they found among all the clincher tires that 23 per

Then a tire was invented to make rim-cutting impossible. It is known as the Goodyear No-Rim-Cut tire. These tires now outsell every other tire made

They are used today on tens of thousands of cars. Yet never has one been rim-cut. By this invention alone we wiped out for tire

users about 23 per cent of their tire upkeep.

Saving Blow-Outs

At the same time our experts took up the question of blow-outs, due to overloaded tires.

(JOOD) YEAR

**No-Rim-Cut Tires** 

With or Without Non-Skid Treads

with the Goodyear story. Nine tires in ten, when of just rated size, are at times much overloaded. Sometimes by extras added to the car—sometimes by over-weight

Trade came like a flood as soon as men

passengers. It is figured that 5 per cent added to the weight takes 15 per cent from the tire mileage. So we made these tires—No-Rim-Cut tires— 10 per cent over the rated size. And that 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

These two features together - No-Rim-Cut and oversize - have saved motor car owners many millions of dollars. For tens of thousands

#### of men they have cut tire bills in two.

200,000 Users There are not less than 200,000 motorists now using Goodyear tires. Wherever we have made a careful count—at shows and in showrooms—every third car is equipped with them.

This year, 127 leading motor car makers contracted for Goodyear tires. Over 100,000 cars of the 1912 models were equipped at the factory with them. That is the present situation, with 25 competitors making tires.

Now Goodyear sales are doubling every eight

months. They are twelve times larger than three years ago.

Judge for yourself what conditions will be when all men know these tires. The Goodyear Tire Book - based on 13 years of tire making is filled

with facts you should know. Ask us to mail it to you.

Goodyear pneumatic tires are guaranteed when filled with air at the recommended pressure. When filled with any substitute for air our guarantee is withdrawn.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

(This Company has no connection whatever with any other rubber concern which uses the Goodyear name)

New York City Branch, 64th and Broadway Telephone, Columbus 7490-7491-7492-7493 Brooklyn Branch, 1172 Bedford Ave., Telephone, Bedford 7560-7561 Newark Branch, 579 Broad St., Telephone, Market 7566-7567

No-Rim-Cut Tires—10% Oversize